

Chair
Furniture
Box

RETURN TO
DESIGN DIV.

See I card 155

C-~~155~~ 26

useful objects
designed for
modern living

PATENT OFFICE

SEP 21 1949

DESIGN DIVISION

↙
march 21, 1949 april 18

john herron art museum

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FOREWORD

The members of the Board of Directors of the Art Association believe that the work of our contemporary industrial designers — no less than that of painters and sculptors — deserves wider public recognition than it usually receives, and the purpose of this exhibition is to encourage this recognition.

If an object is useful, is well made of appropriate materials, and is originated by a good designer who has sympathy for mass-production methods and aims, that object is almost sure to be a good design, and deserves our study.

Any form which expresses only the function for which it was built will unconsciously assume some aspects of beauty, but the designer who gives synthesis to purely functional parts vastly enhances the use of the finished product. The honest and tasteful synthesis of disparate materials, sizes, textures and colors, of solids and voids has been the primary criterion used in selecting objects for this Industrial Design show.

Without the generous loans and services of American manufacturers and distributors this exhibit would not have been possible, and first thanks must go to them. Gratitude is also due Mr. Edward W. Harrison, industrial designer, who contributed valuable advice in the formative stages of the exhibition. Mr. George Jo Mess deserves full credit for the design and preparation of this catalogue. Mr. Clifton Wheeler was good enough to serve with Mr. Harrison, Mr. Wilbur Peat and myself on the jury for selection of exhibits. Finally, thanks are due the members of the office and service staffs of the Museum for their tireless cooperation during the months in which the project gradually took shape.

Following the name of each object, the material, size, model number or other identification, and the retail prices are given. All retail prices are subject to change without notice. The abbreviations used in this Catalog are as follows:

Des.—designer

Mfr.—manufacturer

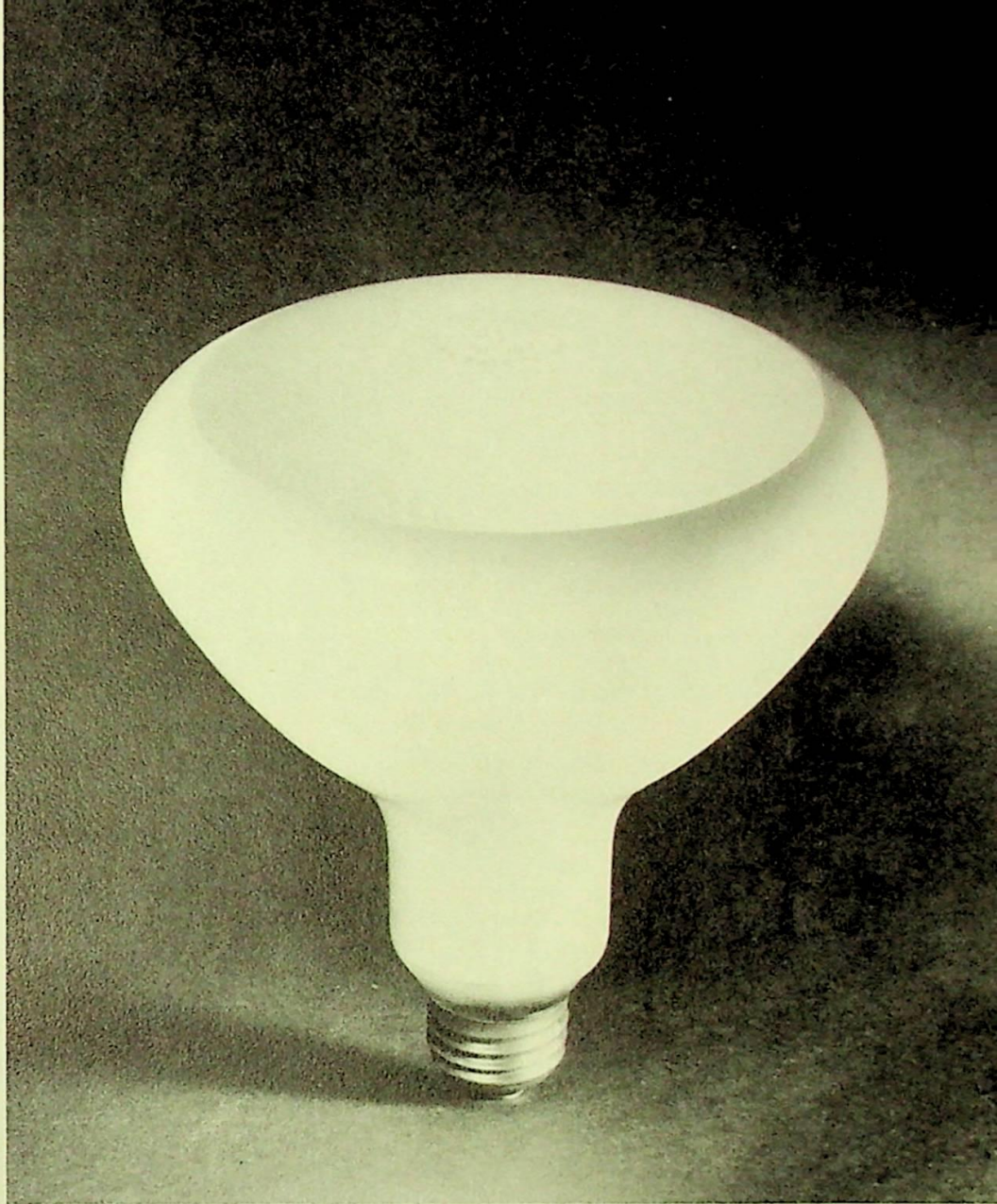
Distr.—distributor

In the packaging division of the exhibition, the manufacturer listed is the manufacturer of the product, not of the packaging. As containers themselves are never for sale, the retail prices of articles shown only for their packagings are not listed.

Nothing will be sold from the exhibition. As the exhibit staff could not familiarize itself with every local retailer of every product shown, no retailers are listed either in the exhibit labels or in the Catalog.

ROBERT O. PARKS

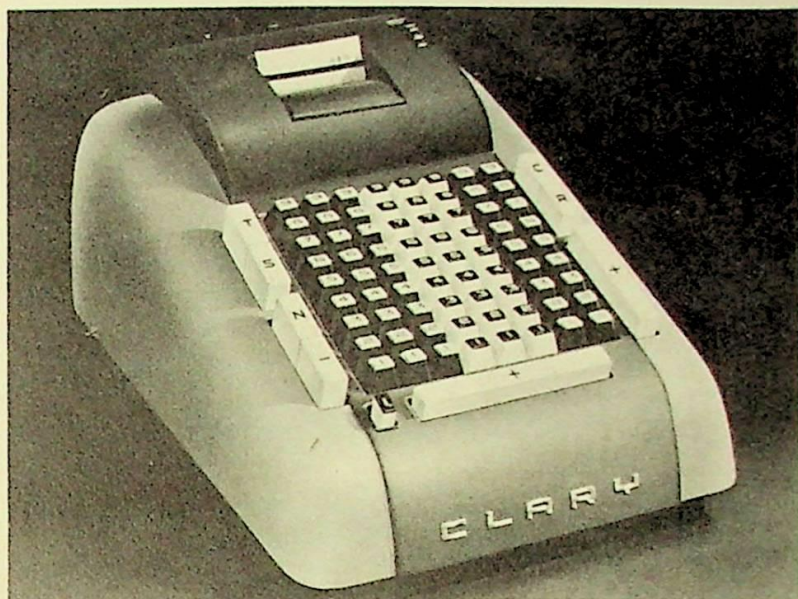
12.



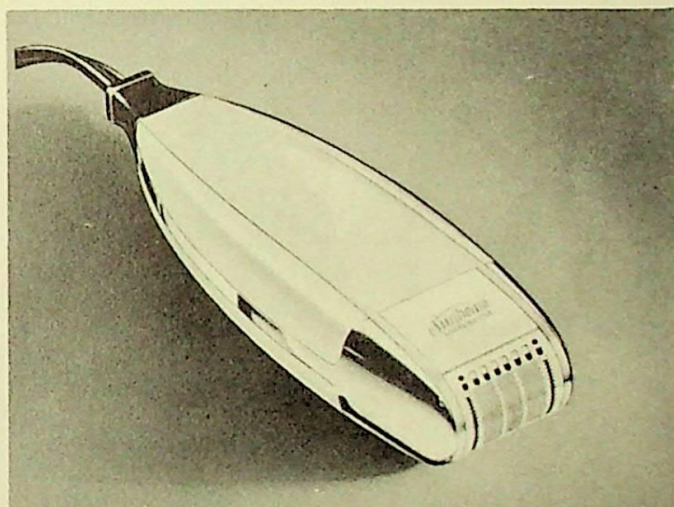
1. Table Lamp, #12/30A, \$24.50
Des. Harry Weese
Distr. Baldwin Kingrey, Inc.; Chicago 11, Ill.
2. Indirect Lamp, pottery, \$40
Des. F. Carlton Ball
Mfr. F. Carlton Ball; Oakland 13, Calif.

3. Fluorescent Lamp Diffuser, #27-1-40, \$1.95
Des. McStay Jackson Co.
Mfr. Camfield Manufacturing Co.; Grand Haven, Mich.
4. Gooseneck Pin-up Lamp, #PL-7, \$13
5. Gooseneck Wall Lamp, #AL-7, \$12.50
6. Wall Bracket Lamp, #AL-1, \$10.50
7. Desk Lamp, #TL-1, \$13
Des. Harry Handler
Mfr. General Lighting Co.; New York 3, N. Y.
8. Floor Lamp, #NS 907, about \$50
9. Floor Lamp, #NS 935, about \$50
Des. Walter Von Nessen
Mfr. Nessen Studio, Inc.; New York 10, N. Y.
10. Table Lamp, #B627CR, \$14.75
11. Wall Lamp, #B81SA, \$9.50
Des. Staff
Mfr. Swivelier Co., Inc.; New York 3, N. Y.
12. Indirect Lamp Bulb, 200-watt, "Bolite," \$1.25
Des. Staff
Mfr. Sylvania Electric Products, Inc.; New York 18, N. Y.
13. Wall Lamp, #9110, \$11.50
14. Table Lamp, #4433, \$22
15. Flexible Wall Lamp, #9120, \$18.50
16. Floor Lamp, #59020, \$28
17. Projector Lamp, #4400, \$11.50
Des. Kurt Versen
Mfr. Kurt Versen Co.; Englewood, N. J.
18. Automobile Batteries
1919 Model, #XC-13
Current Model, #Hycap-2, \$28.50
Des. Anonymous
Mfr. Electric Storage Battery Co.; Philadelphia 32, Pa.
19. Personal Brushes, plastic
Hair, #75022, \$5
Hair, #38122, \$4.50
Hand, #45014, \$3.50
Des. Raymond Loewy Associates
Mfr. Owens Brush Co.; Toledo 7, Ohio
20. Personal Brushes, plastic
Bath, #586, \$3.95
Hand, #587, \$1.45
Hair, #591, \$2.75
Clothes, #573, \$3.15
Des. J. Gordon Lippincott
Mfr. Fuller Brush Co.; Hartford 2, Conn.
21. Hydraulic Door Hinges, #2H-RH-US26D, \$27.05 pr.
Des. Henry S. Diebel
Mfr. Bakewell Products, Inc.; Los Angeles 23, Calif.

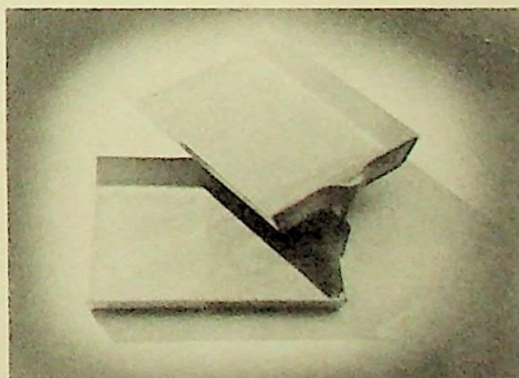
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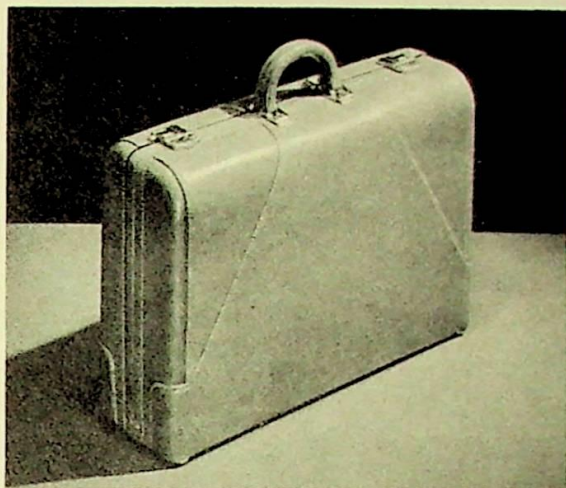


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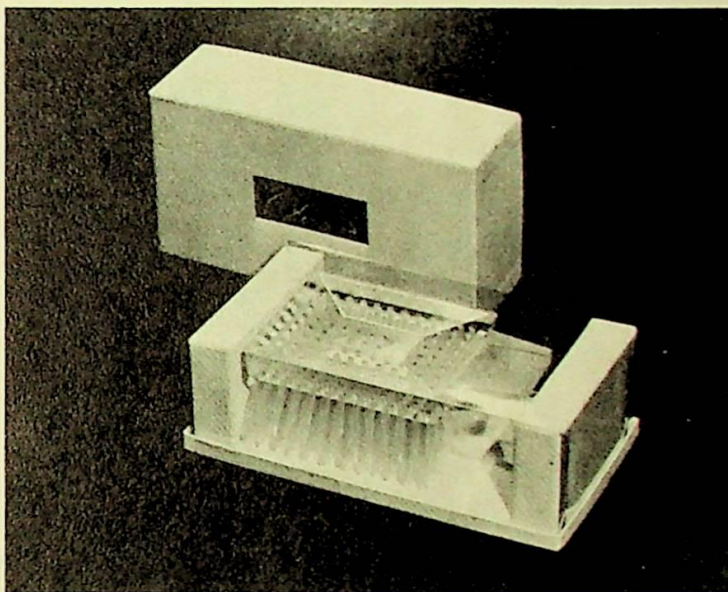


22. Alarm Clock, #321, \$5.40
23. Alarm Clock, #235, \$7.80
Des. Henry Dreyfuss
Mfr. Westclox Div., General Time Instruments Corp.; La Salle, Ill.
24. Electric Adding Machine, #A-1, \$271.58
Des. Hugh L. Clary
Mfr. Clary Multiplier Corp.; Los Angeles 12, Calif.
25. Electric Razor, #S, \$22.50
Des. Ivar Jepson
Mfr. Sunbeam Corp.; Chicago 50, Ill.
26. Poker Chips and Case, plastic, #32-10, \$1.98 set
Des. Earl S. Tupper
Mfr. Tupper Corp.; Farnumsville, Mass.
27. Double Letter Tray, molded plywood, birch, #2, \$18.75
Des. Florence S. Knoll
Mfr. Knoll Associates, Inc.; New York 22, N. Y.
28. Stroller, aluminum, #50, \$14.95
Des. Robert C. Heideman
Mfr. American Carry-Products Co., Inc.; North Hollywood, Calif.
29. Suitcase, saddle leather, #410-51, \$75
Des. George H. Wheary, Jr.
Mfr. Wheary, Inc.; Racine, Wis.
30. Cosmetic Case, aluminum, Satin, #101, \$52.20
31. Wardrobe, aluminum, Rio Red, #106, \$78.96
Des. Erle P. Halliburton
Mfr. Erle P. Halliburton, Inc.; Los Angeles 11, Calif.
32. Cosmetic Packages
Des. Anonymous
Mfr. Dorothy Gray, Ltd., New York 22, N. Y.
33. Cosmetic Packages
Des. Mary Chess, Jon Stengren, and the Makowsky Corp.
Mfr. Mary Chess, Inc.; Newark 5, N. J.
34. Cleansing Tissue Packages
Des. Olsen-Williams Studio
Mfr. International Cellucotton Products Co.; Chicago 11, Ill.
35. Cleansing Tissue Package
Des. N. W. Ayer and Son, and Commercial Illustrators
Mfr. Personal Products Corp.; Milltown, N. J.
36. Dental Cream Package and Tube
Des. Simon de Vaulchier
Mfr. Colgate-Palmolive-Peet Co.; Jersey City 2, N. J.
37. Hair Brush Package
Des. Edwin W. Fuerst
Mfr. Owens Brush Co.; Toledo 7, Ohio

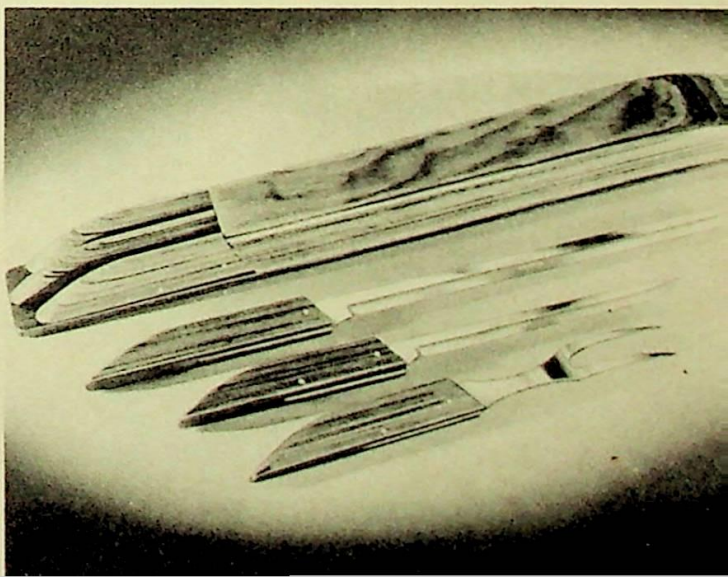
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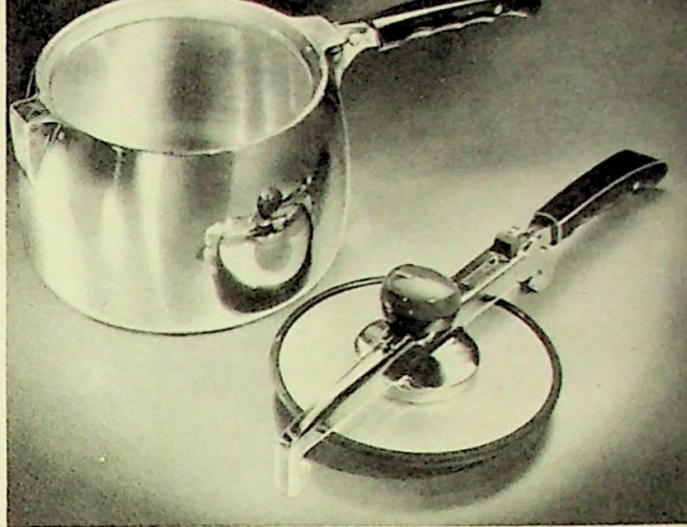
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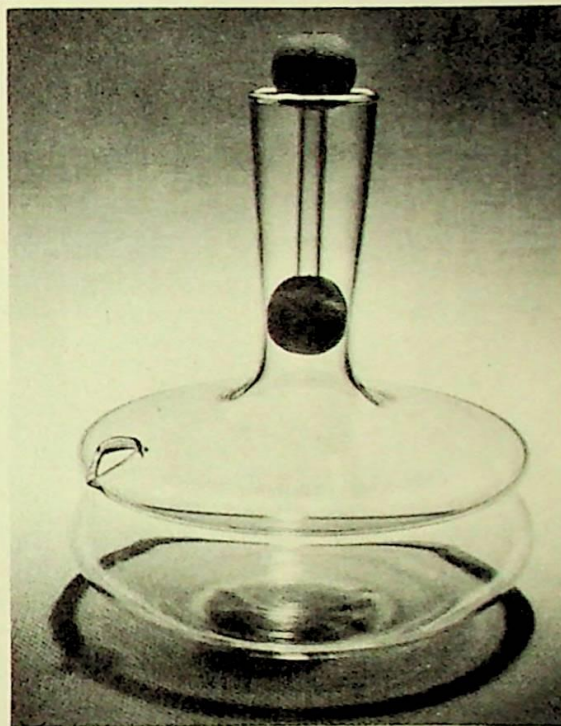
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38. Tire Tube Package
Des. Anonymous
Mfr. Goodyear Tire and Rubber Co.; Akron 16, Ohio
39. Tire Tube Package
Des. Anonymous
Mfr. General Tire and Rubber Co.; Akron, Ohio
40. Ink and Paste Container Labels
Des. Egmont Arens
Mfr. Higgins Ink Co., Inc.; Brooklyn 15, N. Y.
41. Baking Chocolate and Cocoa Packages
Des. Egmont Arens
Mfr. Rockwood and Co.; Brooklyn 5, N. Y.
42. Coffee Bags and Salmon Container Labels
Des. Egmont Arens
Mfr. Great Atlantic and Pacific Tea Co.; New York, N. Y.
43. Canned Pineapple Labels
Des. Anonymous
Mfr. Hawaiian Pineapple Co., Ltd.; San Francisco 6, Calif.
44. Bottle Opener, nickel plated, \$1
Des. Sam Bloomfield
Mfr. Swallow Airplane Co., Inc.; Wichita 1, Kan.
45. Refrigerator Egg Trays, plastic, #650, \$.58 for 2
Des. William P. Zabel and R. C. Helfenbein
Mfr. Panef Manufacturing Co., Inc.; Chicago 39, Ill.
46. Tea Strainer, stainless steel mesh and plastic, #1, \$.15
Des. William P. Zabel and R. C. Helfenbein
Mfr. Plastic Metal Manufacturing Co.; Chicago 39, Ill.
47. Mixing Bowl, stainless steel, #347, \$2.60
48. Baking Pan, stainless steel, #1010, \$5
49. Ladle, stainless steel, #551, \$1
Des. Rex A. Stevens
Mfr. Carrollton Manufacturing Co.; Carrollton, Ohio
50. Ladle, chrome, #115, \$1.75
51. Skimmer, chrome, #119B, \$1.59
52. Meat Fork, chrome, #120, \$1.29
Des. Staff
Mfr. Irvin Ware Co.; Long Island City 4, N. Y.
53. Grill, #919, \$5.95
54. Cooker, #1054, \$8.95
Des. C. A. Ovenshire
Mfr. Frank L. Pollard Co.; Oakland 1, Calif.
55. Griddle, magnesium, #70000, \$3.05
Des. Staff
Mfr. Specialty Products Div., Dow Chemical Co.; Bay City, Mich.
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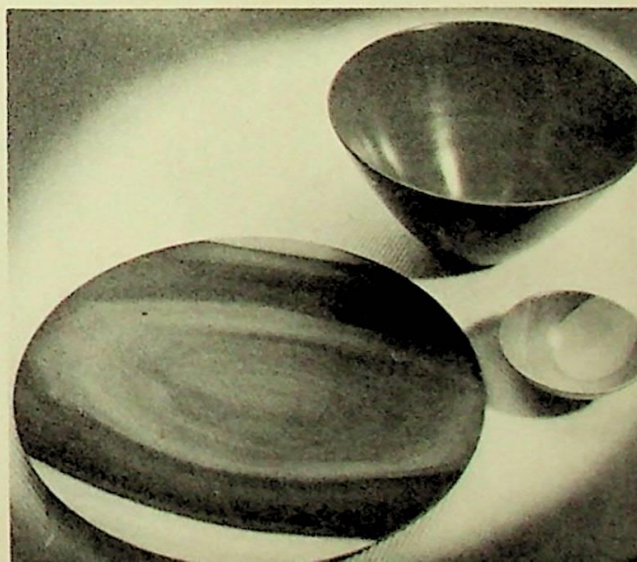
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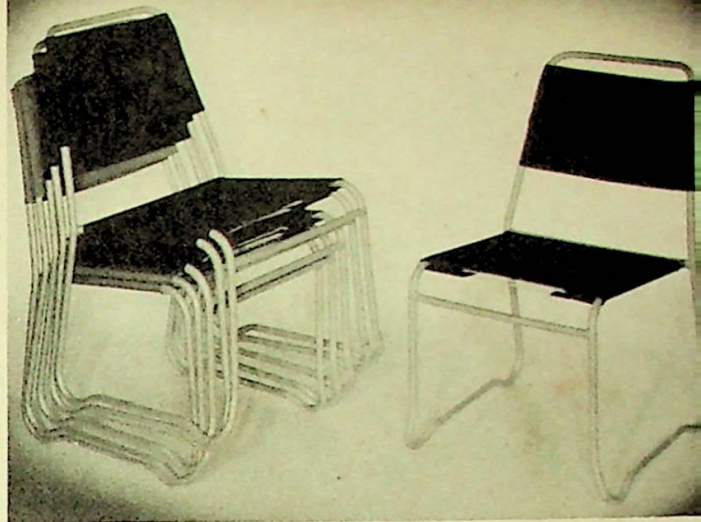
PHOTOGRAPH BY BARBARA MORGAN

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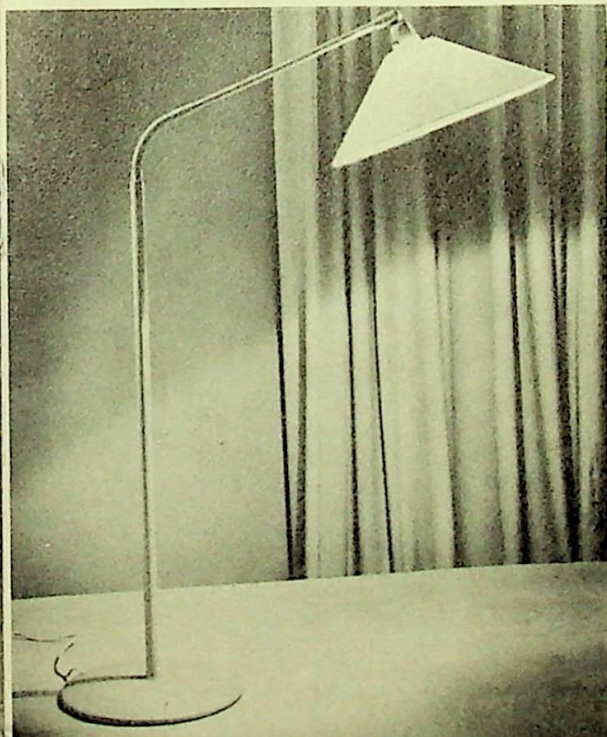
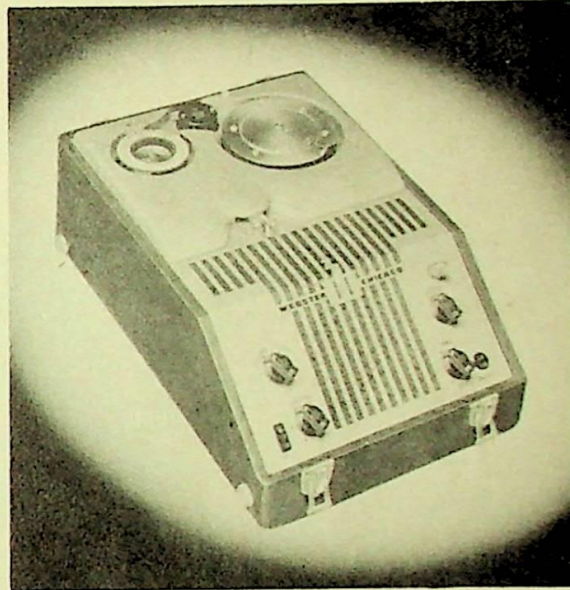
56. Boning Knife, #CA207-6", \$2.75
Des. Anonymous
Mfr. W. R. Case and Sons Cutlery Co.; Bradford, Pa.
57. Carving Knives, Fork and Case, chrome-vanadium steel, #230, \$22.50 set
Des. Lester H. Maxton
Mfr. Robeson Cutlery Co., Inc.; Perry, N. Y.
58. Individual Steak Knives and Case, high speed tool steel, #M4, \$16 set
59. Carving Knife and Case, high speed tool steel, #B, \$10.50 set
60. Fork, stainless steel, #R, \$8.50
Des. Dean Pollock
Mfr. Gerber Legendary Blades; Portland 1, Ore.
61. Oval Roaster, #4265, \$11.95
62. Dutch Oven, #4248, \$7.95
Des. Anonymous
Mfr. Wagner Manufacturing Co.; Sidney, Ohio
63. Skillet, #1450, \$5.75
64. Saucepan, #1402, \$4.60
Des. Anonymous
Mfr. Revere Copper and Brass, Inc.; Rome, N. Y.
65. Coffeemaker, Pyrex glass, qt. model, \$6
Des. Dr. Peter Schlumbohm
Mfr. Chemex Corp.; New York 7, N. Y.
66. Kettle, Pyrex glass, \$5
Des. Dr. Peter Schlumbohm
Mfr. Dr. Peter Schlumbohm; New York 7, N. Y.
67. Pressure Cooker, #1000, \$15.95
Des. Anonymous
Mfr. Revere Copper and Brass, Inc.; Rome, N. Y.
68. Pressure Cooker, #GM-3B, \$16.95
Des. John N. Polivka and Francesco Collura
Mfr. Home Appliance Dept., General Mills, Inc.; Minneapolis 13, Minn.
69. Pressure Cooker, #1604, \$12.95
Des. Anonymous
Mfr. West Bend Aluminum Co.; West Bend, Wis.
70. Flatware Tray, plastic, #214A
Des. Anonymous
Mfr. Plastics Div., General Transportation Corp.; Chicago 90, Ill.
71. Custard Cup, Pyrex glass, #462, \$.05
72. Deep Pie Dishes, Pyrex glass, #464, \$.10; #465, \$.15
Des. Anonymous
Mfr. Corning Glass Works; Corning, N. Y.
73. Refrigerator Dishes, \$2.95 set
Des. Anonymous
Mfr. Corning Glass Works; Corning, N. Y.
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Truetzel-Gratz, Inc.

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PATENT OFFICE

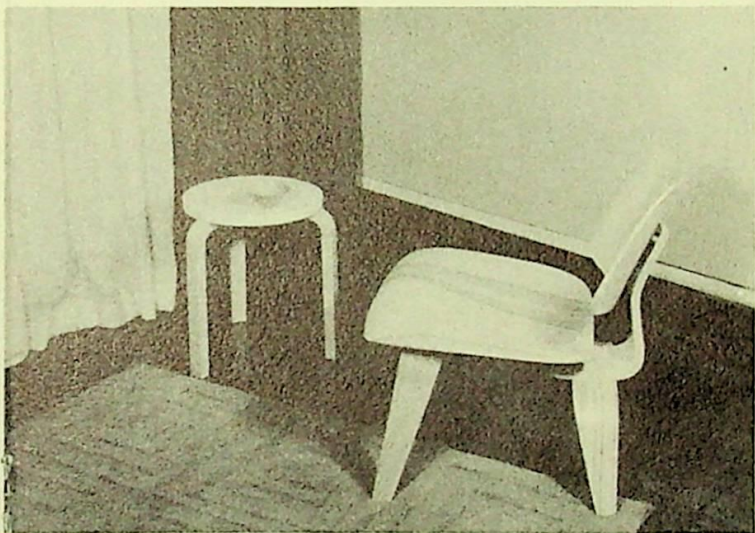
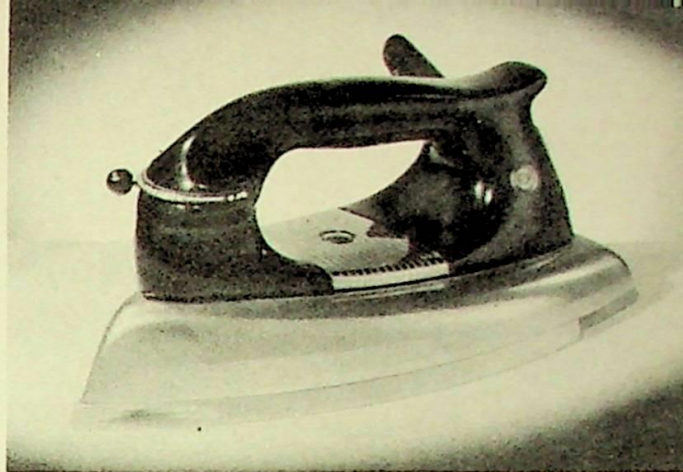
SEP 21 1949

DESIGN DIVISION

74. Individual Bean Pot, #42-04, \$.18
Des. Anonymous
Mfr. Western Stoneware Co.; Monmouth, Ill.
75. Refrigerator, Mixing, or Serving Bowl, plastic, #148-10, \$.39
Des. Earl S. Tupper
Mfr. Tupper Manufacturing Corp.; Farnumsville, Mass.
76. Ice Pail, laminated plastic, #2, \$11.95
Des. Staff
Mfr. Rodic Rubber Corp.; Brunswick, N. J.
77. Ice Cube Pail, Pyrex glass, \$22 East, \$22.50 West
78. Cocktail Shaker and Martini Churn, glass-plated aluminum, \$9.50
Des. Dr. Peter Schlumbohm
Mfr. Dr. Peter Schlumbohm; New York 7, N. Y.
79. Bar Glasses, #5060
Bar, \$1.50
Old Fashion, \$2
Soda, \$2
Des. Staff
Mfr. A. H. Heisey and Co.; Newark, Ohio
80. Bar Accessories, #9716
Decanter, \$12
Highball, \$4
Whiskey, \$3
81. Cocktail Shaker, #5956, \$12
Des. Anonymous
Mfr. United States Glass Co.; Tiffin, Ohio
82. Salad Bowl, glass, #4085, \$6
Des. Walter Von Nessen
Mfr. A. H. Heisey and Co.; Newark, Ohio
83. Woodenware Occasional Dishes
Bowl, Honduras mahogany, 3" x 11", \$15
Bowl, ebonized, 2 $\frac{3}{4}$ " x 7 $\frac{1}{2}$ ", \$9
Bowl, poplar, 2 $\frac{3}{4}$ " x 6 $\frac{1}{2}$ ", \$8.50
Bowl, curly birch, 2" x 4 $\frac{1}{4}$ ", \$5
Platter, cherry, 1" x 13", \$14.50
Platter, birdseye maple, 1" x 9", \$9.50
Des. James Prestini
Mfr. James Prestini; Chicago 16, Ill.
84. Salt and Pepper Shakers, aluminum, #1001
Des. I. A. Shepard
Mfr. Shepard Engineering Co.; St. Louis 6, Mo.
85. Salt and Pepper Shakers, plastic, \$.50 pr.
Des. Wade E. Ballard
Mfr. Modern Plastics Co.
Distr. Carvanite Products, Inc.; Los Angeles 11, Calif.

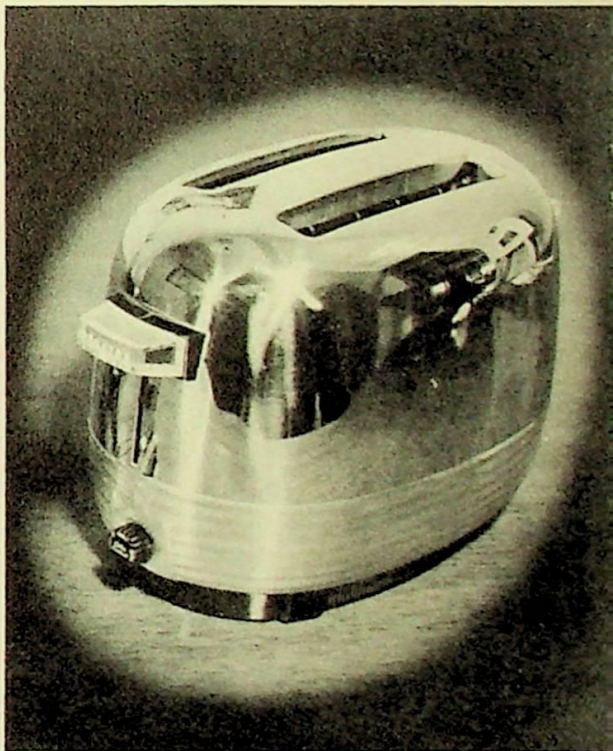
John Heron Art
Museum
"useful objects
designed for modern
living"
Mar. 21, 1949

127.



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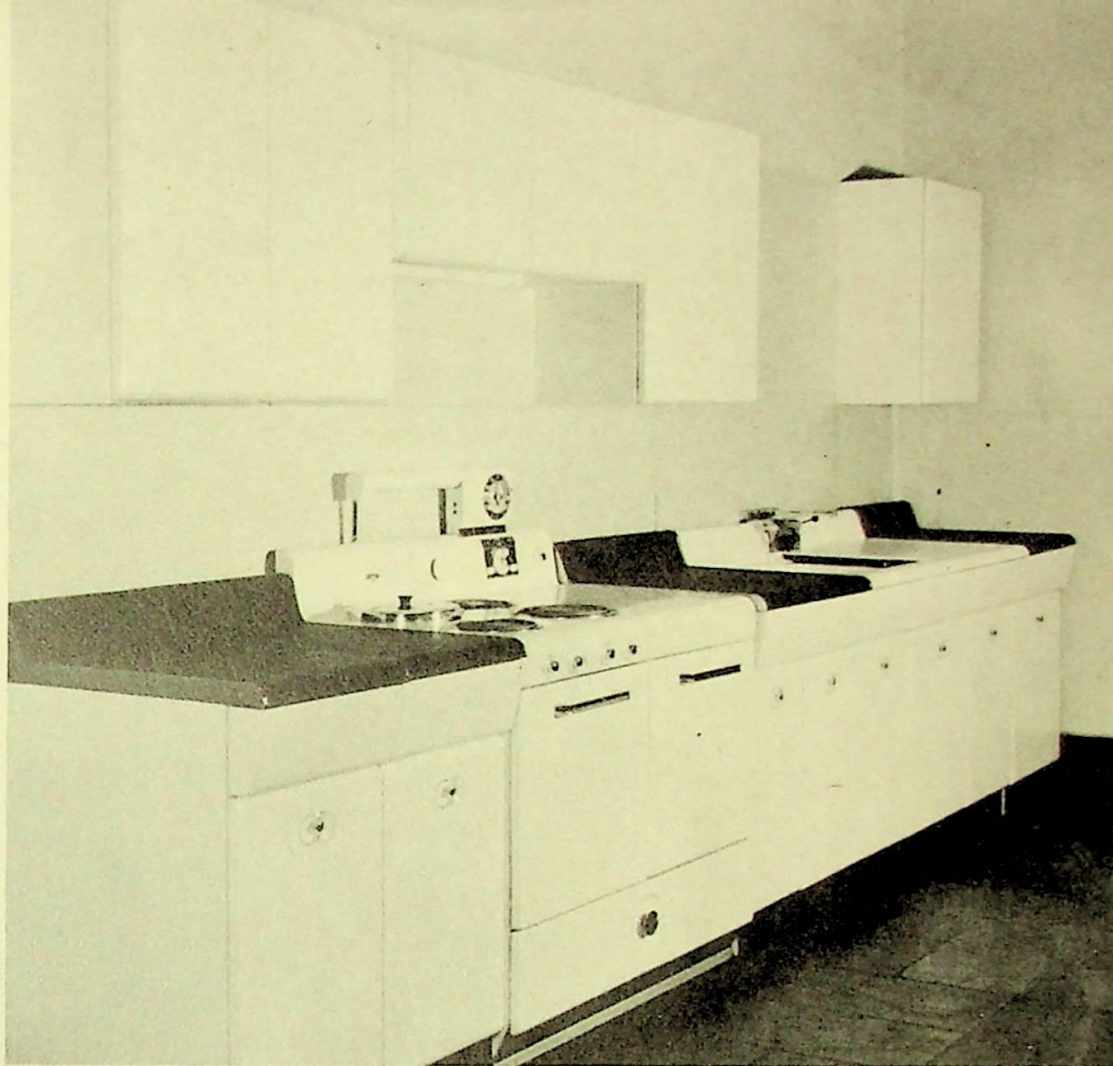
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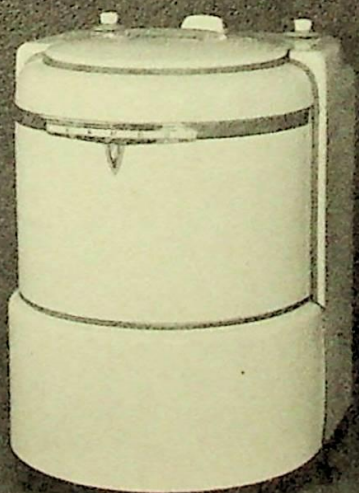
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86. Cream Pitcher and Sugar Bowl, plastic, #149-10, #132-10, \$.98 pr.
Des. Earl S. Tupper
Mfr. Tupper Corp.; Farnumsville, Mass.
87. Child's Feeding Dish and Tumbler, plastic, #900
Des. Anonymous
Mfr. Plastics Div., General Transportation Corp.; Chicago 90, Ill.
88. Relish Dish, pottery, \$10
89. Cloverleaf Relish Dish or Egg Frier, pottery, \$10
Des. F. Carlton Ball
Mfr. F. Carlton Ball, Oakland 13, Calif.
90. Occasional Dishes and Serving Utensils, plastic
Salad Bowl, #4810, \$7
Snack Dish, #4703, \$5.50
Flower or Relish Dish, #4707, \$9
Servers, #4712, \$7.50 pr.
Des. Eva Zeisel
Mfr. Clover Box and Manufacturing Co.; New York 54, N. Y.
91. Occasional Dishes, pottery
Covered Casserole, #161, \$7.50
Covered Casserole, 1/2 pt., \$1.20
Serving Dish, #027, \$1.80
Ashtray, #184, \$.70
Small Ashtray, #185, \$.36
Des. Glidden Parker
Mfr. Glidden Pottery, Inc.; Alfred, N. Y.
92. Vases, glass, #429, \$1.75; #428, \$3
Des. Staff
Mfr. Viking Glass Co.; New Martinsville, W. Va.
93. Tumbler, stainless steel, #1207, \$.67
Des. Rex A. Stevens
Mfr. Carrollton Manufacturing Co.; Carrollton, Ohio
94. Tumbler, plastic, \$.25
Des. M. J. Wolfe
Mfr. Wolfe Products Co., Inc.; Sheboygan, Wis.
95. Dinnerware, glass, "Canterbury", #115
Plate, 7 1/2", \$1.05
Fruit Saucer, 5 1/2", \$.57
Water Tumbler, \$.50
Ice Tea Tumbler, \$.50
Des. Anonymous
Mfr. Duncan and Miller Glass Co.; Washington, Pa.



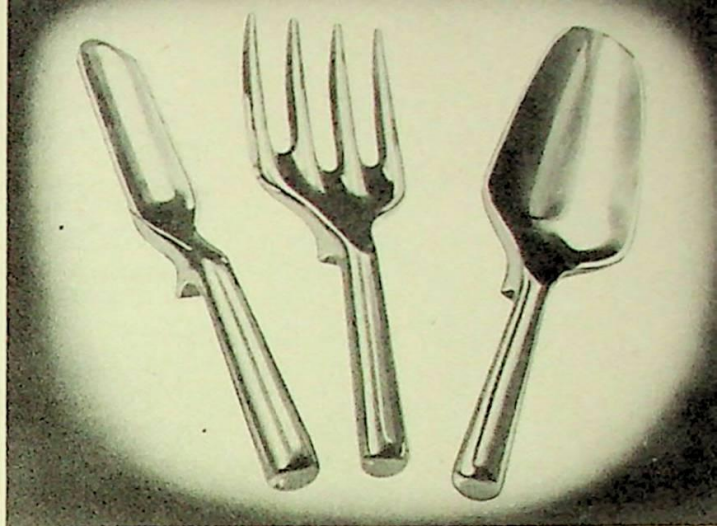
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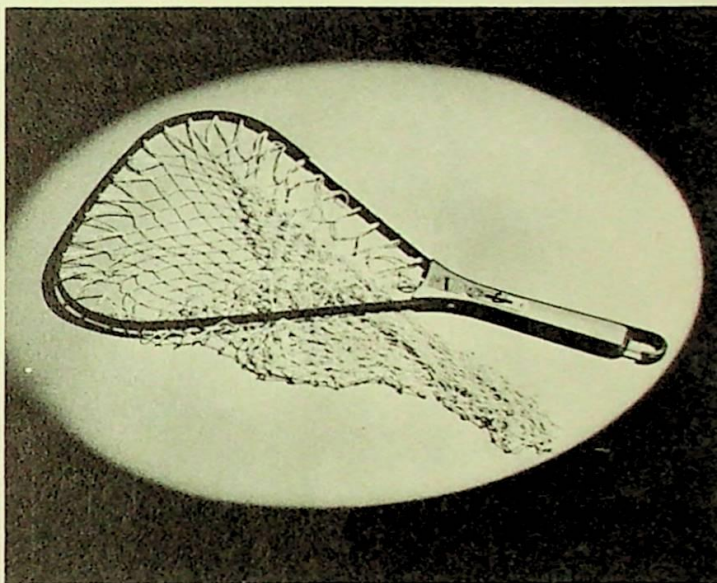
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96. Flatware, Dirilyte, "Empress"
Dinner Knife, \$2.09
Dinner Fork, \$1.63
Medium Salad Fork, \$1.42
Cream Soup Spoon, \$1.55
Teaspoon, \$1.17
Dessert Spoon, \$1.63
Ice Tea Spoon, \$1.75
Butter Spreader, \$1.42
Sugar Spoon, \$1.50
Butter Knife, \$1.50
Des. Anonymous
Mfr. Dirilyte Company of America, Inc.; Kokomo, Ind.
97. Flatware, sterling silver, "Adams"
Dinner Knife, \$4.35
Dinner Fork, \$6.25
Salad Fork, \$3.95
Soup Spoon, \$3.95
Teaspoon, \$3
Dessert Fork, \$4.80
Ice Tea Spoon, \$4
Butter Spreader, \$2.75
Sugar Spoon, \$4
Butter Knife, \$5.75
Salad Servers, wood handles
Des. Anonymous
Mfr. Frank M. Whiting Co., Div. of Ellmore Silver Co., Inc.;
Meriden, Conn.
98. Dinnerware, plastic
Plate, 10", \$1.50
Salad Plate, \$1.20
Bread and Butter Plate, \$.75
Dessert Dish, \$.75
Soup Bowl, \$.90
Cup and Saucer, \$1.50 pr.
Des. John Hedu
Mfr. Watertown Manufacturing Co.; Watertown, Conn.
99. Dinnerware, pottery
Mug, \$2.25
Luncheon Plate, \$3
Fruit or Cereal Bowl, \$2.50
Des. Arpad Rosti
Mfr. Cricket Hill Pottery; New York 10, N. Y.
100. Dinnerware, pottery, "American Modern"
Salad Plate #301, \$.65
Dessert Bowl, #317, \$.60
Saucer, #304, \$.25
Cup, #303, \$.55
Ashtray, #325, \$.40
Des. Russel Wright
Mfr. Steubenville Pottery Co.;
Steubenville, Ohio
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DESIGN DIVISION

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101. Place Mats, non-woven fabric, "Carmelita", \$5 for 4
Des. Emmy Zweybruck
Mfr. Prang Textile Studio, American Crayon Co.; New York 20, N. Y.
102. Lounge Chair, \$34.95
Des. Edgar Bartolucci and Jack Waldheim
Mfr. Barwa Associates; Chicago 11, Ill.
103. Rug, cotton, "Checker," 4'x6', \$16.95
Des. Anonymous
Mfr. Needle tuft Rugs Div., Cabin Crafts, Inc.; Dalton, Ga.
104. Rug, cotton, 4'x6', #48-B, \$21.95
Des. Anonymous
Mfr. Wina Rug Co., New York 1, N. Y.
105. Drapery Fabrics, sateen, 36"
Pioneer Hose Co., #509, \$1.98 yd.
Suwannee, #503, \$1.98 yd.
Des. Scott Wilson and Fritz Foord
Mfr. Mead and Montague; New York 16, N. Y.
106. Drapery Fabric, "Classic Steeds," olive, #70521, \$3.45 yd.
Des. The Wiesners
Mfr. Greef Fabrics, Inc.; New York 17, N. Y.
107. Drapery or Upholstery Fabrics, Peruvian linen, 54"
Broken Block, \$9.10 yd.
The Circus, \$9.75 yd.
Maya, \$8.65 yd.
Venetian Slat, \$8.65 yd.
Des. Ruth Reeves
Mfr. Morley-Fletcher, Ltd.; New York 21, N. Y.
108. Drapery or Upholstery Fabric, "Celanese," 50", \$3.25 yd.
Des. Anonymous
Mfr. Celanese Corporation of America; New York 16, N. Y.
109. Casement Gauze, 54"
Silk and mohair, gray, "Heirloom," \$9 yd.
Mohair, cream, "Mantilla," \$9 yd.
Des. Henning Watterston
Mfr. Menlo Textiles; Menlo Park, Calif.
110. Radio-Phonograph, oak, #156B, \$233.75
Des. Anonymous
Mfr. Magnavox Co.; Fort Wayne 4, Ind.
111. Arm Chair, #WAE, \$235 in muslin
Des. T. H. Robsjohn-Gibbings
Mfr. Widdicomb Furniture Co.; Grand Rapids 2, Mich.

112. Occasional Table, molded plywood, birch, #86A, \$21.50
113. Wall Shelf, molded plywood, birch, #112-1, \$19
114. Stacking Stool or Table, molded plywood, birch, #60-4, \$10.50
115. Stool, molded plywood, birch, #60-3, \$10.50 in muslin
116. Occasional Chair, molded plywood, birch, #66-31, \$21 in muslin
117. Stacking Row Chair, birch, black #11-2, \$32.50
Des. Alvar Aalto
Mfr. Artek; Sweden
Distr. Baldwin Kingrey, Inc.; Chicago 11, Ill.
118. Wire Recorder, #80-1, \$149.50 East, \$153 West
Des. Harper Richards
Mfr. Webster Chicago Corp.; Chicago 39, Ill.
119. Stacking Chair, aluminum, \$19.50
Des. Jack Heaney
Mfr. Treitel-Gratz, Inc.; New York, N. Y.
120. Wallpaper, "La Colombe"
Pink on white, #5104W10, \$6 roll
Gray on cream, #5102W13, \$6 roll
Des. Nik Kretvitsky
Mfr. Greef Fabrics, Inc.; New York 17, N. Y.
121. Folding Screen, molded plywood, walnut, #FSW, \$77.50
122. Low Chair, molded plywood, calico ash, #LCW, \$38
Des. Charles Eames
Mfr. Molded Plywood Div., Evans Products Co.
Distr. Herman Miller Furniture Co.; Zeeland, Mich.
123. Module Furniture, mahogany
Shelf Unit, #100-0-514, \$28
Drawer Unit, #100-300-0, \$40
One-door Cupboard Unit, #100-516-513, \$35
Two-door Cupboard Unit, #100-518-514, \$35
Base Unit, #507-488, \$5
Des. Anonymous
Mfr. Mengel Co.; Louisville 1, Ky.
124. Casement Gauze, silk and mohair, 54", "Heirloom," \$9 yd.
125. Drapery or Upholstery Fabric, cotton, 54", "Kinkimo," \$13.20 yd.
Des. Henning Watterston
Mfr. Menlo Textiles; Menlo Park, Calif.
126. Rug, cotton, 3'x4 1/2', #820, \$24.75
Des. Anonymous
Mfr. Needle tuft Rugs Div., Cabin Crafts, Inc.; Dalton, Ga.
127. Electric Flat Iron, #119F23, \$11.95
Des. Anonymous
Mfr. Heating Device and Fan Div., General Electric Co.;
Bridgeport 2, Conn.

128. Electric Flat Iron, #GM-1B, \$12.50
Des. John N. Polivka and Francesco Collura
Mfr. Home Appliance Dept., General Mills, Inc.; Minneapolis 13, Minn.
129. Waffle Baker, #W1, \$21.50
Des. George Scharfenberg
Mfr. Sunbeam Corp.; Chicago 50, Ill.
130. Electric Toaster, #24-1-2, \$22
Des. Raymond Loewy Associates
Mfr. Camfield Manufacturing Co.; Grand Haven, Mich.
131. Electric Toaster, #1481, \$22
Des. Consumer poll, and John Daily
Mfr. Proctor Electric Co.; New York 17, N. Y.
132. Disposal Unit, #P-10, \$6.95
Des. Sam Bloomfield
Mfr. Swallow Airplane Co., Inc.; Wichita 1, Kan.
133. Ice Crusher, baked enamel finish, #160, \$7.95
Des. Staff, and Barnes and Reinecke
Mfr. Dazey Corp., St. Louis 7, Mo.
134. Can Opener, #300, \$3
Des. Staff
Mfr. Regina Corp.; Rahway, N. J.
135. Ventilating Fan, #5-H, \$43.75
Des. Staff
Mfr. American Blower Corp.; Detroit 32, Mich.
136. Fruit Juicer, JK-35 WC, \$8.95
Des. Dave Chapman
Mfr. National Die Casting Co.; Chicago 45, Ill.
137. Electric Kitchen Mixer, #3-B, \$49.50, as shown
Des. Egmont Arens
Mfr. Hobart Manufacturing Co.; Troy, Ohio
138. Automatic Coffeemaker, #129P18, \$17.95
Des. Anonymous
Mfr. Heating Device and Fan Div., General Electric Co.;
Bridgeport 2, Conn.
139. Kitchen Units, steel
Wall Cabinet, LW 1530, \$20.20
Wall Filler, LWF 1820, \$4
Wall Cabinet, LW 3618, \$25.45
Wall Cabinet, LW 2430, \$26.20
Wall Cabinet, LW 1830, \$21.95
Base Cabinet, LB 15, \$44
Base Cabinet, LB24, \$56
Base Cabinet, LB 18, \$47
Sink, LS 4800, \$166
Des. Raymond Loewy Associates
Mfr. American Central Div., Aviation Corp.; Connersville, Ind.

140. Electric Range, #RJ-40, \$249.75
Des. Raymond Loewy Associates
Mfr. Frigidaire Div., General Motors Corp.; Dayton 1, Ohio
141. Wall Tile, plastic, \$2 square foot average
Des. Anonymous
Mfr. Jo-Gay Plastics Co.; Chicago, Ill.
142. Electric Refrigerator and Freezer, #NH-8, \$399.75
Des. Anonymous
Mfr. General Electric Co.; Bridgeport 2, Conn.
143. Electric Dishwasher, #1507, \$199.50
Des. E. H. Daniels Associates
Mfr. Kaiser Fleetwings, Inc.; Bristol, Pa. and Oakland, Calif.
144. Automatic Washer, #73521, \$249.95
Des. Sundberg and Ferar
Mfr. Nineteen Hundred Corp.
Distr. Sears, Roebuck and Co.; Chicago 7, Ill.
145. Portable Electric Ironer, #547, \$79.95
146. Ironer Table, #848, \$10
Des. Anonymous
Mfr. Horton Manufacturing Co.; Fort Wayne 1, Ind.
147. Clothespins, plastic, \$.50 doz.
Des. Bruce Burns
Mfr. Modern Plastics Co.
Distr. Carvanite Products, Inc.; Los Angeles 11, Calif.
148. Electric Vacuum Sweeper, cylinder type, #50, \$79.50 complete
149. Electric Vacuum Sweeper, standard type, #61, \$107 complete
Des. Henry Dreyfuss
Mfr. Hoover Co.; North Canton, Ohio
150. Electric Floor Polisher, #H, \$59.50 complete
Des. Staff
Mfr. Regina Corp.; Rahway, N. J.
151. Gas Heater, #150.2010, \$11.95
Des. C. G. Bjorncrantz
Mfr. Samuel Stamping and Enameling Co.
Distr. Sears, Roebuck and Co.; Chicago 7, Ill.
152. Automatic Stoker, #9048, \$174.50
Des. Jon W. Hauser and C. G. Bjorncrantz
Mfr. David Bradley Mfg. Works
Distr. Sears, Roebuck and Co.; Chicago 7, Ill.
153. Stepladder, #6-A
Des. Bertis F. Hamilton
Mfr. Hamilton Manufacturing Corp.; Columbus, Ind.

154. Lawnbarrow, magnesium, #70010, \$34.50
Des. Staff
Mfr. Specialty Products Div., Dow Chemical Co.; Bay City, Mich.
155. Transplanting Trowel, Cultivating Fork, Trowel, \$4.95 set
Des. Harry and Dorothy F. Markle
Mfr. Markle Featherlite Products Corp.; Rochester, Mich.
156. Flashlight, #Z32R, \$1.65
Des. Anonymous
Mfr. Ray-O-Vac Co.; Madison 3, Wis.
157. Wrench, 9", #4490, \$1.98
Des. C. J. Bjorncrantz
Mfr. Metal Engineering Co.
Distr. Sears, Roebuck and Co.; Chicago 7, Ill.
158. Padlock, #605, \$1
159. Springlatch, #040, \$3.75
Des. Anonymous
Mfr. Yale and Towne Manufacturing Co.; Stamford, Conn.
160. Screw Drivers, 8", #TR80, 6", #TR60, 5", #TR50, \$1.50 and \$2 each,
\$3.45 set
Des. Sam Bloomfield
Mfr. Swallow Airplane Co., Inc.; Wichita 1, Kan.
161. Fishing Rod, #1190, \$30
Des. Dr. A. M. Howald
Mfr. Shakespeare Co.; Kalamazoo 2, Mich.
162. Sports Equipment Buoys
Outboard Motor Bracket Model, #B-16, \$6.50
Snap Model, #S-32, \$2.95
Des. Milwaukee Industrial Designers
Mfr. Panef Manufacturing Co., Inc.; Milwaukee 1, Wis.
163. Hunting Bow, magnesium, #30, \$27.50
164. Trout Net with Catch, \$5.95
Des. Albin J. Herek and Philip V. Leivo
Mfr. Metal-Lite Products, Inc.; Bay City, Mich.

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